

# TEN-4 Day 2026

## Informational Session

May 12, 2026



Founded By



# TEN-4 Day Leadership/Planning Committee (IL, KY, MA, WI)



**Mary Clyde Pierce, MD** – Professor of Pediatrics & Attending Physician  
NIH BCDR Study PI;  
Lead Developer of TEN-4-FACESp;  
Co-Developer of L-CAST app

**Kim Kaczor, MS, MPH** – Sr. Research Scientist  
NIH BCDR Study Co-I;  
Co-Developer of TEN-4-FACESp;  
Co-Developer of L-CAST app



**Shannon Moody, PhD, MSSW, CSW** – Chief Policy & Strategy Officer  
Co-Lead, 1<sup>st</sup> TEN-4 Day nationally (2019)

**Cortney Downs, CSW, MSSW** – Senior Strategic Initiatives Director  
Co-Lead, 1<sup>st</sup> TEN-4 Day nationally (2019)

**Clarissa Mobley, CSW, MSSW** – External Affairs Associate  
Co-Lead, 1<sup>st</sup> TEN-4 Day nationally (2019)



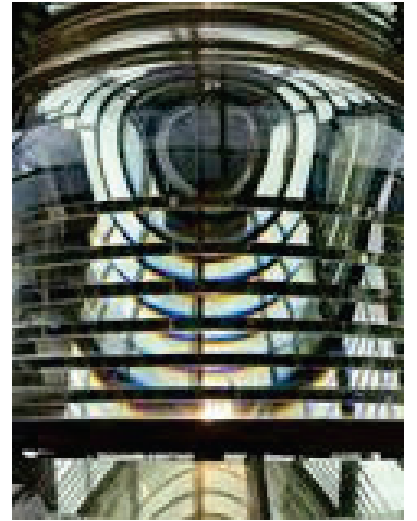
**Wee Chua, MD** – Director of Pediatric Emergency Medical Education, MGH  
Attending, Division of Pediatric Emergency Medicine  
Instructor in Emergency Medicine, Harvard Medical School

**Bishoy Nazih Ibrahim, MD** – PGY2 Pediatric Medicine MGFC  
Clinical Fellow Harvard School of Medicine

# Welcome and Objectives

- ✓ Introduction to “TEN-4-FACESp” bruising clinical decision rule (BCDR)
  - Why observe TEN-4 Day?
- ✓ How to organize a TEN-4 Day in your state
- ✓ Initiate conversation on TEN-4 FACESp in your state – with policymakers, Cabinet secretaries, etc

Bruises occur from both accidental and abusive trauma so why the focus on bruises?



# Bruises occur from both accidental and abusive trauma so why the focus on bruises?



Bruises are the most common injury from physical abuse

Bruises are the most common injury that is overlooked or deemed insignificant prior to a fatal or near fatal event

Bruising can be "sentinel" injuries

~27-64% ~27-64% of physical abuse cases had prior unexplained bruising\*

\*(Sheets; Jenny; Thackeray; Letson; Pierce)

# Bruising Clinical Decision Rule: derivation

ARTICLES

## Bruising Characteristics Discriminating Physical Child Abuse From Accidental Trauma

**AUTHORS:** Mary Clyde Pierce, MD,<sup>a</sup> Kim Kaczor, MS,<sup>a</sup> Sara Aldridge, MSN, ARNP,<sup>a</sup> Justine O'Flynn, RN,<sup>b</sup> and Douglas J. Lorenz, MA, MSPH<sup>c</sup>

<sup>a</sup>Department of Pediatrics, School of Medicine, and <sup>c</sup>Department of Bioinformatics and Biostatistics, School of Public Health and Information Sciences, University of Louisville, Louisville, Kentucky; and <sup>b</sup>Just for Kids Critical Care Center, Kosair Children's Hospital, Louisville, Kentucky

**KEY WORDS**

bruising, decision rule, nonaccidental trauma, predictors, screening tools



**WHAT'S KNOWN ON THIS SUBJECT:** Bruising occurs with both physical child abuse and accidental trauma, and bruising characteristics discriminate between the 2 groups.



**WHAT THIS STUDY ADDS:** This study develops a clinically sensible model in the form of a bruising clinical decision rule to identify children and infants with bruising who are at high risk for physical abuse and require further evaluation.

*Pediatrics* 2010;125:67–74

TEN-4

Derived a Bruising Clinical Decision Rule (BCDR) by determining and modeling key differences in bruising characteristics in children with abusive and accidental injuries.



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**Original Investigation** | Pediatrics

## Validation of a Clinical Decision Rule to Predict Abuse in Young Children Based on Bruising Characteristics

Mary Clyde Pierce, MD; Kim Kaczor, MS; Douglas J. Lorenz, PhD; Gina Bertocci, PhD; Amanda K. Fingarson, DO; Kathi Makoroff, MD, MEd; Rachel P. Berger, MD, MPH; Berkeley Bennett, MD, MS; Julia Magana, MD; Shannon Staley, MD; Veena Ramaiah, MD; Kristine Fortin, MD; Melissa Currie, MD; Bruce E. Herman, MD; Sandra Herr, MD; Kent P. Hymel, MD; Carole Jenny, MD, MBA; Karen Sheehan, MD, MPH; Noel Zuckerbraun, MD, MPH; Sheila Hickey, MSW, MJ; Gabriel Meyers, MSW; John M. Leventhal, MD

# TEN-4-FACES<sub>p</sub> Atypical and unexplained bruising

## TEN

Torso (trunk)  
Chest  
Abdomen  
Back  
Buttocks  
GU

Ear

Neck

4

Bruising **ANYWHERE** on an infant 4 months of age or younger

## FACES

Frenulum (there are 3)  
Angle of the jaw  
Cheek (fleshy)  
Eyelids –“black eye”  
Subconjunctival hemorrhage

p

Patterned

# TEN-4-FACESp

Bruising Clinical Decision Rule for Children < 4 Years of Age

**When is bruising concerning for abuse in children < 4 years of age?**  
If bruising in any of the three components (Regions, Infants, Patterns) is present without a reasonable explanation, strongly consider evaluating for child abuse and/or consulting with an expert in child abuse.

## TEN

Torso | Ears | Neck



## FACES

Frenulum  
Angle of Jaw  
Cheeks (*fleshy part*)  
Eyelids  
Subconjunctivae

REGIONS

4 months and younger



Any bruise, anywhere

INFANTS

Patterned bruising



Bruises in specific patterns like slap, grab or loop marks

PATTERNS

## See the signs

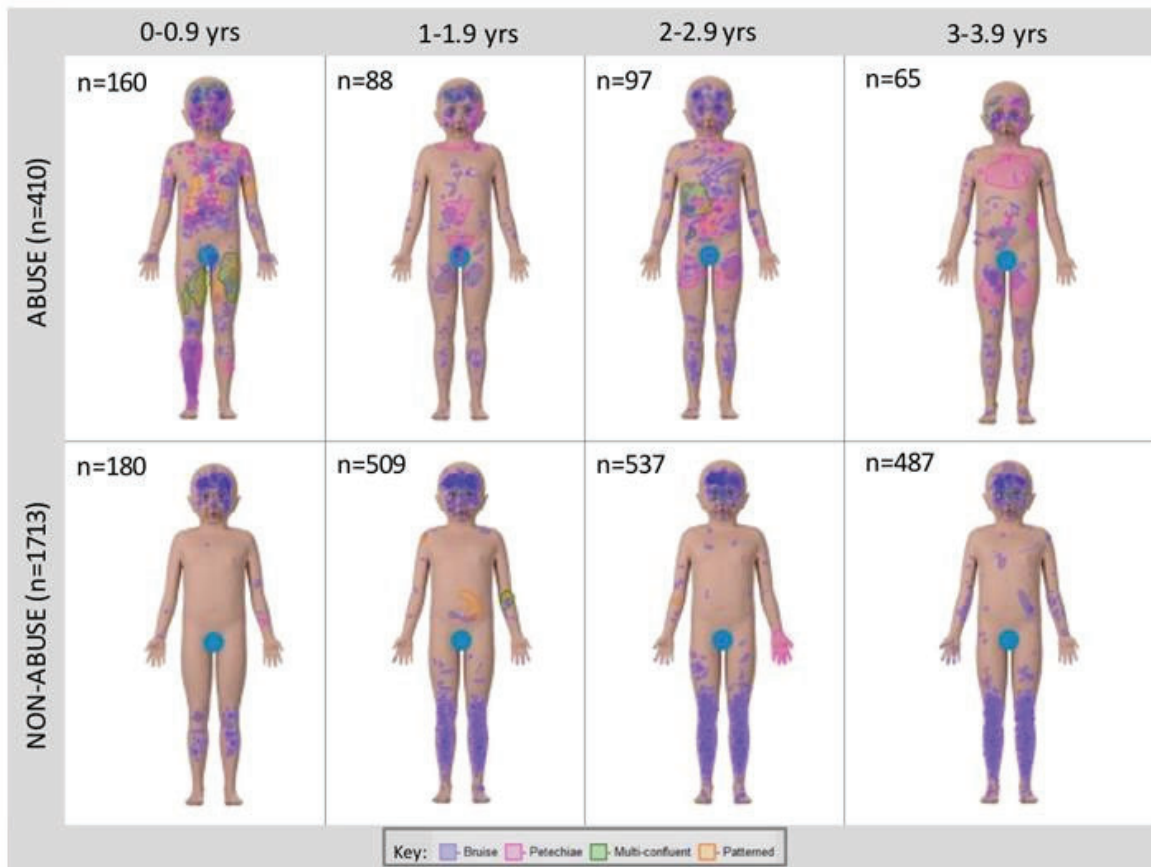
**Unexplained bruises in these areas most often result from physical assault.**  
TEN-4-FACESp is not to diagnose abuse but to function as a screening tool to improve the recognition of potentially abused children with bruising who require further evaluation.

TEN-4-FACESp was developed and validated by Dr. Mary Clyde Pierce and colleagues. It is published and available for FREE download at [luriechildrens.org/ten-4-facesp](http://luriechildrens.org/ten-4-facesp).

 Ann & Robert H. Lurie  
Children's Hospital of Chicago®

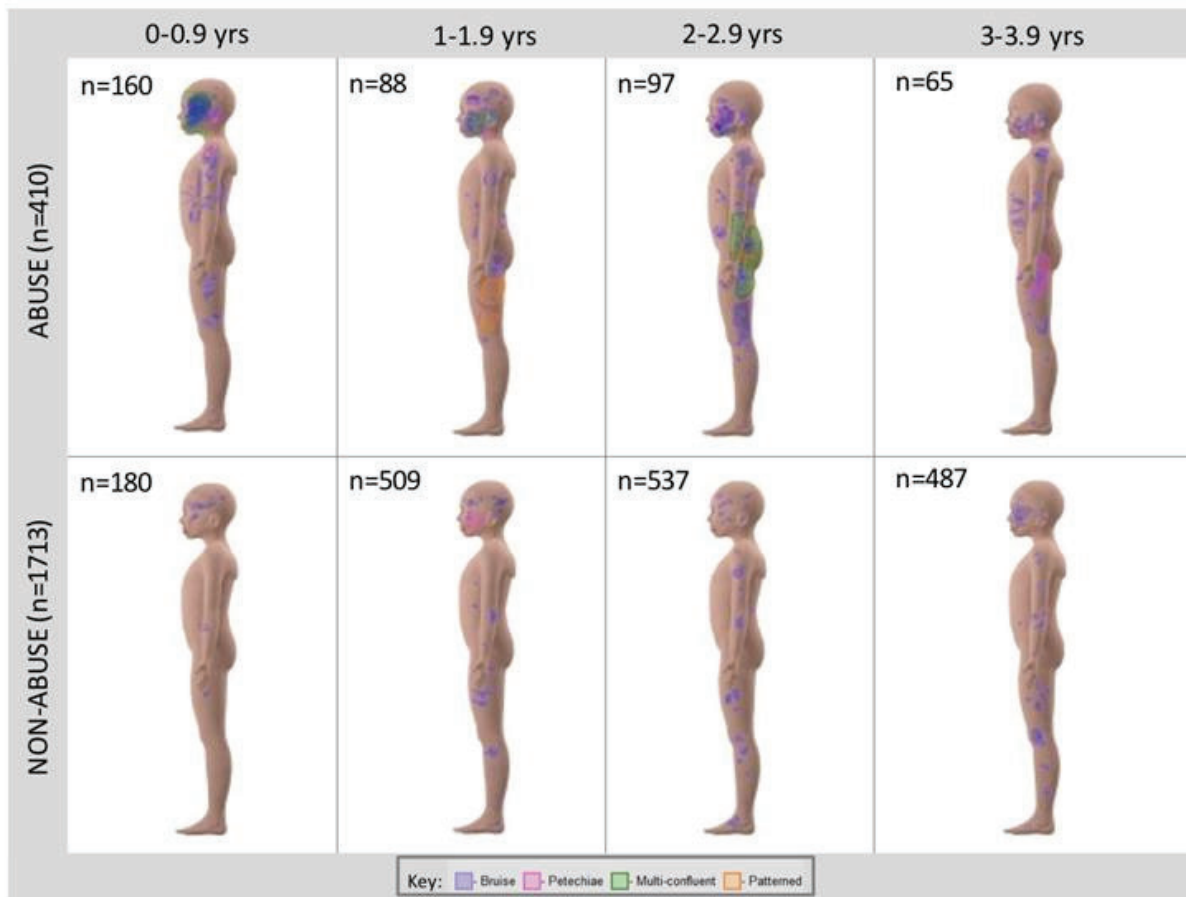
© Ann & Robert H. Lurie Children's Hospital of Chicago





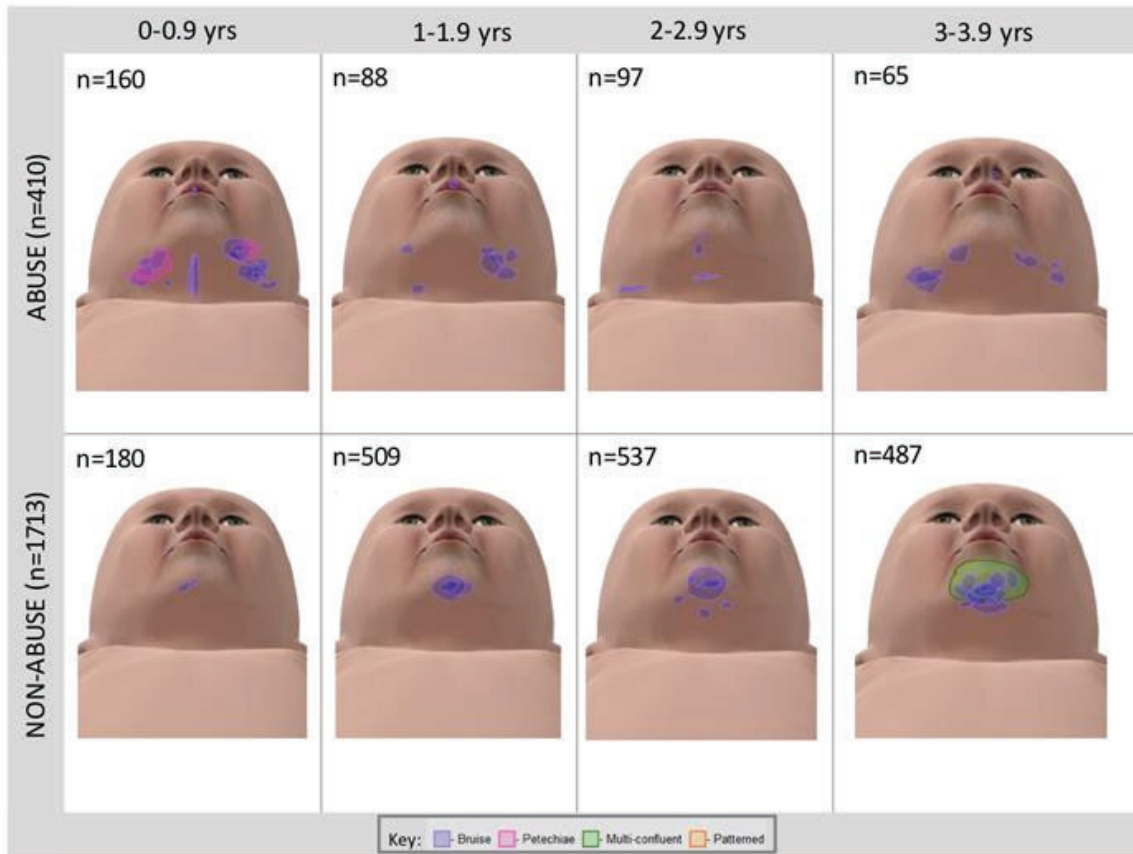
**eFigure 1a. Composite results of location of bruises due to abuse and non-abuse stratified by body plane and age: Anterior**

Pierce MC, Kaczor K, Lorenz DJ, et al. Validation of a clinical decision rule to predict abuse in young children based on bruising characteristics. *JAMA Netw Open*. 2021;4(4):e215832. doi:10.1001/jamanetworkopen.2021.5832



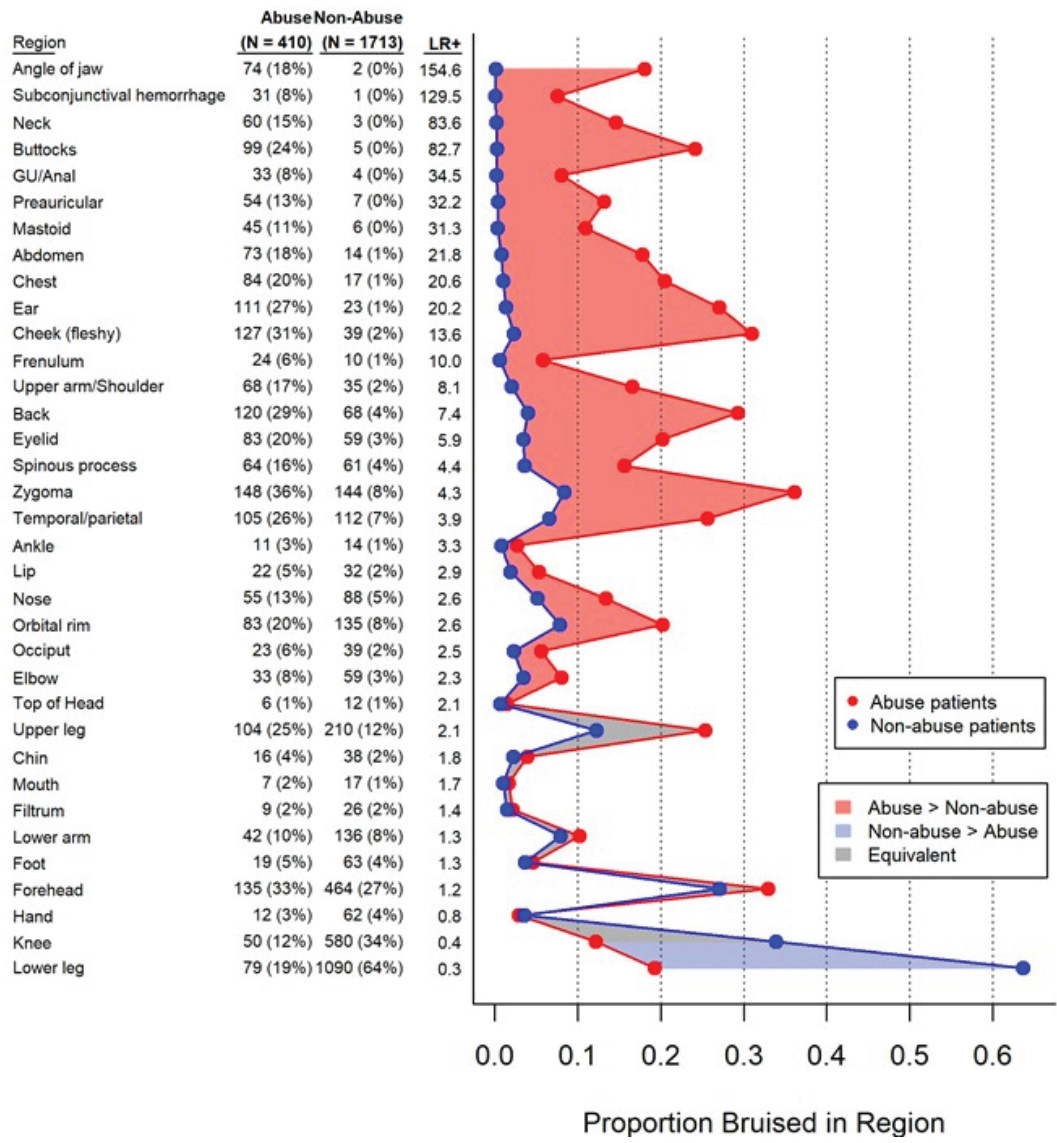
**eFigure 1c. Composite results of location of bruises due to abuse and non-abuse stratified by body plane and age: Left lateral**

Pierce MC, Kaczor K, Lorenz DJ, et al. Validation of a clinical decision rule to predict abuse in young children based on bruising characteristics. *JAMA Netw Open*. 2021;4(4):e215832. doi:10.1001/jamanetworkopen.2021.5832



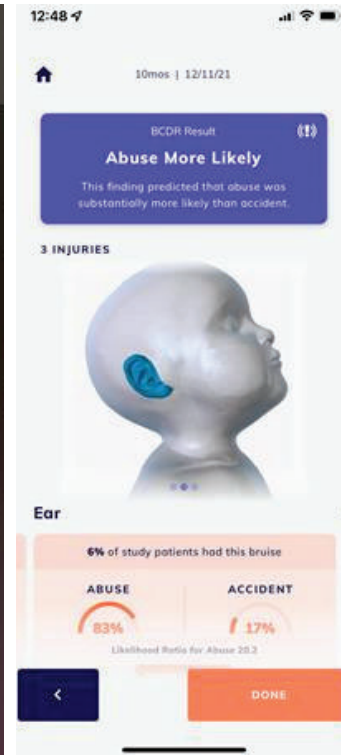
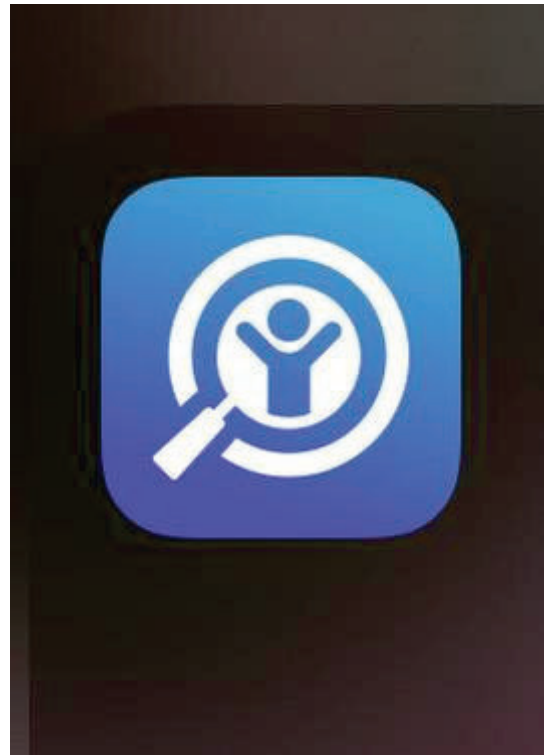
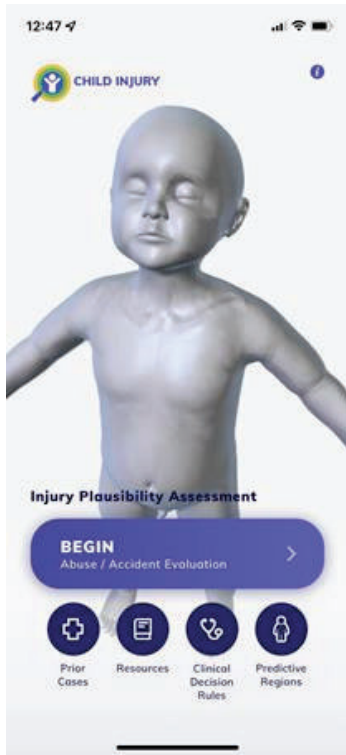
**eFigure 1e. Composite results of location of bruises due to abuse and non-abuse stratified by body plane and age: Mandible**

Pierce MC, Kaczor K, Lorenz DJ, et al. Validation of a clinical decision rule to predict abuse in young children based on bruising characteristics. *JAMA Netw Open*. 2021;4(4):e215832. doi:10.1001/jamanetworkopen.2021.5832

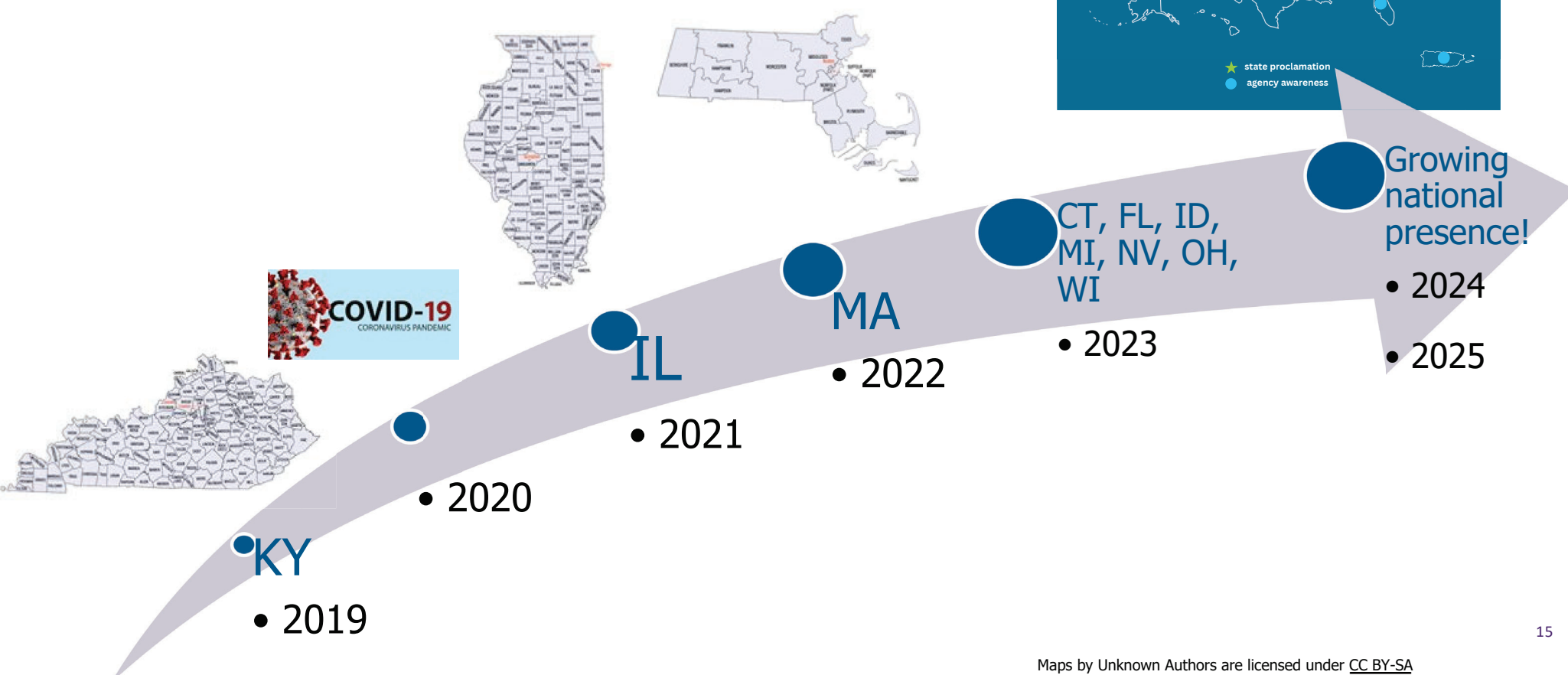


Pierce MC, Kaczor K, Lorenz DJ, et al. Validation of a clinical decision rule to predict abuse in young children based on bruising characteristics. *JAMA Netw Open*. 2021;4(4):e215832. doi:10.1001/jamanetworkopen.2021.5832

# L-CAST (Lurie Children's Child Injury Plausibility Assessment Support Tool)



# TEN-4 Day Evolution



# TEN-4 Day Beginnings in Kentucky

- Kosair for Kids Face It Movement
- Dr. Melissa Currie + team
- Training requirements
- Statewide + local/regional approach

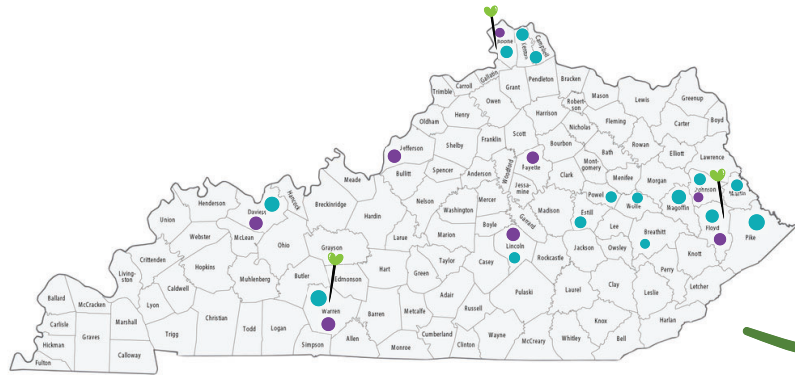


Founded By



# The History of TEN-4 Day

Each October, the Kosair for Kids Face It Movement brings awareness to the TEN-4-FACESp Bruising Rule with an awareness campaign and educational events surrounding October 4th.



Last year, 15 Kentucky counties and 8 cities proclaimed October 4th as TEN-4 Awareness Day!



Since 2019, Kentucky's Governor, Attorney General, and dozens of local leaders have proclaimed **October 4th as TEN-4 Day** -- and several other states have joined the effort.

# TEN-4 Day: 2019-2025



October 4 is  
**TEN-4 Awareness Day!**

Mayor Craig Greenberg

Mayor Linda Gorton

face it A MOVEMENT TO END CHILD ABUSE Founded By **Kosair for Kids**

face it A MOVEMENT TO END CHILD ABUSE Founded By **Kosair for Kids**

## PEDIATRIC ABUSIVE HEAD TRAUMA AND THE TEN-4-FACESP BRUISING RULE

### VIRTUAL TRAININGS

Need CEUs on Child Abuse Prevention and Recognition? Join a free training.

**September 30, 2025**

**9:00AM - 11:00AM ET**

**Trainer: Carla Hay**  
MSN, RN, SANE AA/PA, AFN-C  
for dental professionals

Details and registration at [faceitabuse.org/ten4rule/](https://faceitabuse.org/ten4rule/)

*Parenting is tough,*  
and all of us need support sometimes.

Lifting up parents and caregivers in our communities maximizes their potential to *succeed and thrive.*

face it A MOVEMENT TO END CHILD ABUSE Founded By **Kosair for Kids**

# Statewide and Legislative Advocacy

Engage with elected and state officials

Leverage the media

Collaborate with state and national partners

- State:

- State AAP chapter

- National:

- AAP Legislative Conference
  - AAP Advocacy guide

# TEN-4-FACESp Bruising Rule training

- ✓ KY requires certain professions to be trained on the TEN-4 bruising rule and that it's included in a training about PAHT
- ✓ Best practices for securing CEUs
- ✓ Co-host a training + help promote Face It's trainings with Kentucky's child abuse pediatricians and their teams

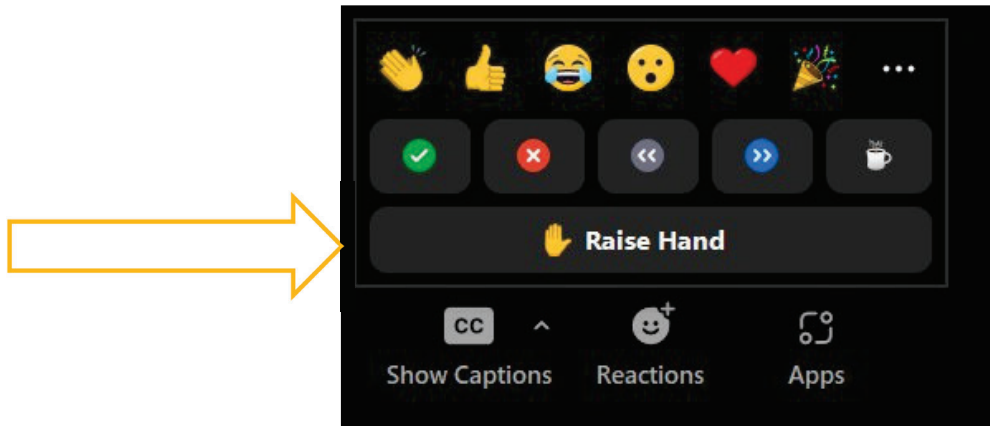


# Multi-and Inter-disciplinary Collaboration

- Physicians
- Nurses & AAPs
- EMS & trauma teams
- Other health professionals
- Hospital administrators & leadership
- Social workers
- Child welfare advocates
- Researchers
- Public affairs
- Marketing and communications
- Government affairs
- Local and state leadership
- Policy teams
- Law enforcement
- Judges
- Community organizations
- Community health workers
- Professional societies

# State Highlights and Q&A

Please raise your hand on Zoom if you'd like to share and drop your questions in the chat!



# Scaling TEN-4-FACESp Using Implementation Science

From Evidence to Reliable Practice in Pediatric Emergency Care

## The Problem

- Child abuse in young children is often subtle and under-recognized
- Nurses lacked a standardized screening and documentation workflow
- Evidence existed — but practice variability limited reliability

## Our Approach

- We focused on how to implement — not just what to implement
- Used Implementation Science frameworks (TICD, ERIC strategies, Proctor's implementation outcomes)
- Prioritized workflow integration, role clarity, and sustainability
- Engaged frontline clinicians, educators, informatics, and physicians

## Key Implementation Strategies

- EHR-embedded TEN-4-FACESp screening within nursing assessment
- Clinical decision support for positive screens
- Multimodal education (system modules + unit champions)
- Continuous audit & feedback to reinforce adoption

## Outcomes & Impact

- Reliable scale and spread across multiple EDs
- Sustained high screening compliance
- Increased nurse confidence in identifying abnormal bruising
- Standardized approach to early abuse recognition

## Key Takeaway

- Evidence does not implement itself. When evidence is paired with implementation science, interdisciplinary partnership, and system-level design, sustainable practice change is achievable — even in high-pressure environments like the ED.



# TEN-4

Erin Wade, MD, MS  
CARES Team  
Le Bonheur Children's Hospital  
University of Tennessee Health Sciences Center




# October 4 = TEN-4 Day at Le Bonheur

- 2024
  - Le Bonheur/UTHSC presented the TEN-4 Day Conference
  - City of Memphis Mayor (Mayor Young) signed proclamation
  - Le Bonheur Podcast
- 2025
  - City of Memphis Mayor (Mayor Young) signed proclamation
  - Tennessee Governor (Governor Lee) signed proclamation
  - CARES interviewed by Tennessee Commission on Children and Youth
  - Nashville Police Department training
  - Le Bonheur marketing



# Inaugural TEN-4 Day Conference, 2024

INAUGURAL  
**TEN-4 Day Conference**  
 Oct. 4, 2024  
 The University of Tennessee Health Science Center  
 Freeman Auditorium  
 Memphis, Tenn.



**Le Bonheur**  
 Children's Hospital

TEN-4 Day Conference		
October 4, 2024		
7:30 am – 8:00 am	Check-In and Breakfast	
8:00 am – 8:05 am	Welcome	Andrea Sebastian, DNP, APRN Nurse Practitioner Le Bonheur CARES Team
8:05 am – 8:15 am	Opening Remarks	Regan Williams, MD Medical Director, Pediatric Trauma Surgery Le Bonheur Trauma Surgery Team
8:15 am – 9:15 am	Sentinel Injuries and Bruising	Erin Wade, MD, MS Child Abuse Pediatrician Le Bonheur CARES Team
9:15 am – 10:15 am	Abusive Head Trauma	Dr. Lauren Burge, MD Child Abuse Pediatrician Le Bonheur CARES Team
10:15 am – 10:30 am	Break	
10:30 am – 11:00 am	Child Physical Abuse at Le Bonheur	James Hutcheson, MSN, APN, CPNP-AC Nurse Practitioner Le Bonheur Trauma Surgery Team
11:00 – 11:15 am	Memphis Child Advocacy Center and CPIT	Lydia Crivens Deputy Director Memphis Child Advocacy Center
11:15 am – 12 pm	DCS and Child Physical Abuse	DeShawn Harris Executive Director TN Department of Children's Services
12 pm	Closing remarks	Erin Wade, MD, MS Child Abuse Pediatrician Le Bonheur CARES Team



# Le Bonheur Podcast 2024

## Child Abuse: Causes, Effects and Prevention

In 2022, U.S. Child Protective Service Agencies substantiated 95,000 cases of child physical abuse, with 677 cases tragically resulting in death. In Tennessee alone, there were 8,122 reports of maltreatment, nearly half involving physical abuse. These statistics greatly underestimate the incidence of child physical abuse in the country and in our state, as many cases go unreported or unsubstantiated. Erin Wade, MD, MS board certified child abuse pediatrician and member of the Child Advocacy Resource and Evaluation Services team at Le Bonheur Children's Hospital, talks today about the signs of child abuse and ways to prevent harm to your child and children in your community.



Play Podcast



Download Podcast



Featured Speaker:

Erin Wade, MD, MS

Erin Wade, MD, MS is a board certified child abuse pediatrician. Wade is a member of the Child Advocacy Resource and Evaluation Services team at Le Bonheur.

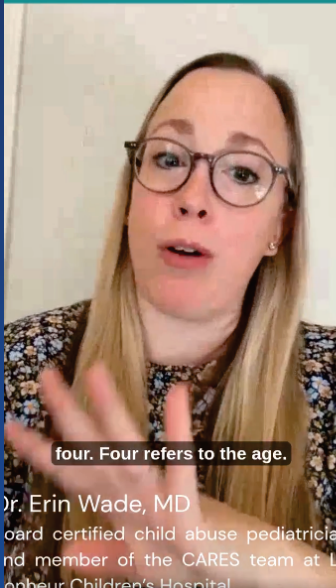


# Tennessee Commission on Children and Youth

Tennessee Commission on Children & Youth  
October 3, 2025 · 🌐

Gov. Bill Lee's proclamation of October 4 as TEN-4 Day in Tennessee highlights the urgent need to protect infants and young children from abuse. By promoting awareness ... See more

## TEN-4-FACESp



four. Four refers to the age.

Dr. Erin Wade, MD  
board certified child abuse pediatrician  
and member of the CARES team at Le Bonheur Children's Hospital.

STATE OF TENNESSEE  
**PROCLAMATION**  
BY THE GOVERNOR

WHEREAS, in 2023, there were approximately 7,000 victims of child maltreatment and 4,200 victims of physical abuse in Tennessee; and

WHEREAS, annually, approximately 1,200 children die due to child abuse and/or neglect in the United States and in 2023, at least 49 Tennessee children died as a result of child abuse and/or neglect; and

WHEREAS, bruising is the most common and visible sign of physical child abuse and the most common injury to be overlooked or misdiagnosed as non-abusive before an abuse-related fatality or near fatality in a young child; and

WHEREAS, the bruising clinical decision rule, known as TEN-4-FACESp, can help screen children at risk for abuse by identifying bruising characteristics that have been demonstrated to determine abuse from accidental injuries; and

WHEREAS, TEN-4-FACESp helps screen children under four years of age with bruising to identify when a bruise is more likely to be caused by abuse than accidental injury; and

WHEREAS, TEN-4-FACESp stands for bruising in the Torso, Ear, Neck, Forehead, Angle of the jaw, Cheek, Eyelid, or Subconjunctival, the 4 represents infants 4 months and younger with any bruise anywhere, and p represents the presence of patterned bruising; and

WHEREAS, the State of Tennessee recognizes the need to improve education for mandated reporters of child abuse, including using the TEN-4-FACESp clinical decision rule, to be better prepared to recognize physical signs of child abuse;

NOW, THEREFORE, I, Bill Lee, Governor of the State of Tennessee, do hereby proclaim October 4, 2025 as

*TEN-4 Day*

in Tennessee and encourage all citizens to join me in this worthy observance.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the official seal of the State of Tennessee to be affixed at Nashville on this nineteenth day of September 2025.

*Bill Lee*  
Governor

*Jo DeLoach*  
Secretary of State



# 2024 and 2025

This proclamation recognizes the bruising clinical decision rule (bruising to the Trunk, Ears, Neck, or any bruising in a child under 4 mos of age) as an important tool for child abuse treatment and prevention.

City of  
**MEMPHIS**  
*Proclamation*

**WHEREAS**, nationally, there are approximately 100,000 victims of child physical abuse each year, and there were 5,400 substantiated cases of child maltreatment in 2022 in Tennessee – child physical abuse is a serious public health problem; and

**WHEREAS**, in 2020, at least 100 children died from child maltreatment in Tennessee, and at least 41 died from physical abuse; and

**WHEREAS**, recognizing the earliest signs of physical abuse may prevent tragic outcomes; and

**WHEREAS**, bruising is the most common and visible sign of physical abuse; and

**WHEREAS**, the bruising clinical decision rule known as TEN-4 FACESp can help screen children at risk for abuse by identifying bruising characteristics that have been demonstrated to determine abuse from accidental injuries; and

**WHEREAS**, the elements of the TEN-4 FACESp acronym stand for bruising to the Torso, Ears, Neck, Frenulum, Angle of the jaw, Cheek, Eyelid, or Subconjunctivae (“TEN-FACES”), “4” represents infants’ four months and younger with any bruise anywhere, and “p” represents the presence of patterned bruising; and

**WHEREAS**, the majority of child physical abuse victims are younger than four years of age, a vulnerable population whose safety and well-being rely on adults to intervene and protect.

**NOW, THEREFORE, I, PAUL A. YOUNG, MAYOR OF THE CITY OF MEMPHIS, TENNESSEE**, do hereby proclaim October 4<sup>th</sup> as,

**“TEN-4 DAY”**

to honor the importance of recognizing bruises and injuries on young children and to emphasize the importance of training adults to identify, report, and prevent child abuse.

**IN TESTIMONY WHEREOF**, I have hereunto set my hand and caused the seal of the City of Memphis to be affixed this 4<sup>th</sup> day of October 2025.

  
PAUL A. YOUNG





# 2025

This proclamation recognizes the bruising clinical decision rule (bruising to the Trunk, Ears, Neck, or any bruising in a child under 4 mos of age) as an important tool for child abuse treatment and prevention.



## STATE OF TENNESSEE PROCLAMATION BY THE GOVERNOR

**WHEREAS**, in 2023, there were approximately 7,600 victims of child maltreatment and 4,200 victims of physical abuse in Tennessee; and

**WHEREAS**, annually, approximately 1,900 children die due to child abuse and/or neglect in the United States and in 2023, at least 49 Tennessee children died as a result of child abuse and/or neglect; and

**WHEREAS**, bruising is the most common and visible sign of physical child abuse and the most common injury to be overlooked or misdiagnosed as non-abusive before an abuse-related fatality or near-fatality in a young child; and

**WHEREAS**, the bruising clinical decision rule, known as TEN-4 FACESp, can help screen children at risk for abuse by identifying bruising characteristics that have been demonstrated to determine abuse from accidental injuries; and

**WHEREAS**, TEN-4-FACESp helps screen children under four years of age with bruising to identify when a bruise is more likely to be caused by abuse than accidental injury; and

**WHEREAS**, TEN-4-FACESp stands for bruising to the Torso, Ears, Neck, Frenulum, Angle of the jaw, Cheeks, Eyelids, or Subconjunctivae, the 4 represents infants 4 months and younger with any bruise anywhere, and p represents the presence of patterned bruising; and

**WHEREAS**, the State of Tennessee recognizes the need to improve education for mandated reporters of child abuse, including using the TEN-4-FACESp clinical decision rule, to be better prepared to recognize physical signs of child abuse;

**NOW, THEREFORE**, I, Bill Lee, Governor of the State of Tennessee, do hereby proclaim October 4, 2025 as

*T-E-N-4 Day*

in Tennessee and encourage all citizens to join me in this worthy observance.



IN WITNESS WHEREOF, I have hereunto set my hand and caused the official seal of the State of Tennessee to be affixed at Nashville on this nineteenth day of September 2025.

*Bill Lee*

Governor

*Lu Knight*

Secretary of State

Le Bonheur  
Children's Hospital



# Nashville Police Department

## Bruising Rule for children < 4 years: **TEN-4-FACESp**

<p><b>T-E-N</b> Torso   Ears   Neck</p> <p><b>F-A-C-E-S</b> Frenula (sublabial or sublingual) Angle of the jaw Cheek (soft fleshy) Eyelids Subconjunctiva (white part of the eye)</p> <p><b>REGIONS</b></p>	<p><b>4 months or younger</b></p> <p>Bruising anywhere on a child who is 4 months or younger</p> <p><b>INFANTS</b></p>	<p><b>Patterned bruising</b></p> <p>Bruises in specific patterns like slap, grab, or loop marks</p> <p><b>PATTERNS</b></p>
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TEN-4-FACESp was developed and validated by Dr. Mary Clyde Pierce and colleagues.



## Bruising Rule for children < 4 years: **TEN-4-FACESp**

The Bruising Clinical Decision Rule can help identify injuries that are concerning for abuse. Although not diagnostic, this rule can help screen children < 4 years with injuries, identifying when there should be concern for inflicted injury.

**See the signs** If any of these injuries are identified, Le Bonheur recommends performing a medical evaluation for abuse and/or contacting the CARES Team.





# Le Bonheur Brochure

## Importance of Early Identification

- Recognizing bruising or other sentinel injuries allows for earlier detection of abuse.
- Appropriate recognition and intervention can prevent further abuse, escalation of abuse and potentially save the child's life.
- The TEN-4 FACES-P rule is not diagnostic for abuse, but it provides a critical framework for identifying when a medical evaluation and investigation by appropriate authorities are necessary.



*Injury to the upper lip frenulum*



*Bruising to the angle of the jaw*



*Bruising to the soft cheek*



*Subconjunctival hemorrhage*



*Bruising to the eyelid*



*Patterned injuries*

**Le Bonheur**  
Medical Healthcare Family  
Children's Hospital

## TEN-4 Day

TEN-4 FACES-P Rule for recognizing when bruising is concerning for abuse



**Le Bonheur**  
Medical Healthcare Family  
Children's Hospital

**Le Bonheur**  
Children's Hospital



# TEN-4 Day 2026

- TEN-4 Conference Coming October, 2026!!!!
- Continued work with Nashville PD
- Expanding work with Memphis PD
- More proclamations!!
  - Memphis City Mayor
  - Collierville City Mayor
  - Millington City Mayor
  - Germantown City Mayor

Questions?

# What to do next:

- ✓ Attend a TEN-4-FACESp Bruising Rule training to receive CEUs -- October 2026
- ✓ Secure a local proclamation recognizing October 4th at TEN-4 Day 2026
- ✓ Spread the word on social media and in the news
- ✓ Sign up for email updates from this core planning group on nationwide TEN4 efforts
- ✓ Learn more at [TEN4Day.com](https://TEN4Day.com)



# Secure proclamations in local communities

**Proclamation**  
by  
**Andy Beshear**  
Governor  
of the  
**Commonwealth of Kentucky**

*To All To Whom These Presents Shall Come:*

WHEREAS, Children under age 4 are at a higher risk of serious physical injury or death as a result of child abuse; and

WHEREAS, Kentucky has double the national rate of substantiated child victims of abuse under age one; and

WHEREAS, Research from pediatricians has led to a rule called the TEN-4 Bruising Rule that says that any bruising before a child is crawling — at approximately four months of age — and any bruising on the Torso, Ear, and Neck (TEN) are significant red flags for child abuse; and

WHEREAS, Kentucky requires the training of certain professionals, including nurses, doctors, social workers, and first responders, on the TEN-4 rule as part of Pediatric Abusive Head Trauma training, but it is imperative to have as many adults as possible ready to identify these concerning bruises; and

WHEREAS, The Kozair for Kids Face It Movement, a campaign to end child abuse, aims to bring awareness to the TEN-4 Bruising Rule with traditional and social media campaigns and educational events on the days surrounding October 4<sup>th</sup> — TEN-4 on 10/4; and

WHEREAS, The University of Louisville and University of Kentucky forensic pediatricians and their teams are providing free trainings the week of October 4, 2023, to educate about the bruising rule, as well as share tips for prevention;

NOW, THEREFORE, I, ANDY BESHEAR, Governor of the Commonwealth of Kentucky, do hereby proclaim October 4, 2023, as

**TEN-4 AWARENESS DAY**

In Kentucky, and urge all citizens to do their part in recognizing and preventing child abuse.

DONE AT THE CAPITOL, in the City of Frankfort the 19<sup>th</sup> day of September, in the year of Our Lord Two Thousand Twenty-Three and in the 222<sup>nd</sup> year of the Commonwealth.

*Andy Beshear*  
ANDY BESHEAR  
GOVERNOR

*Michael G. Adams*  
Michael G. Adams  
Secretary of State



**PROCLAMATION**  
DANIEL CAMERON  
ATTORNEY GENERAL  
of the  
COMMONWEALTH OF KENTUCKY

*To All To Whom These Presents Shall Come:*

WHEREAS, Children under the age of four are at a high risk of serious physical injury or death as a result of child abuse; and

WHEREAS, Kentucky has double the national rate of substantiated victims of child abuse under age one; and

WHEREAS, Research from pediatricians has led to a tool called the TEN-4 FACES Bruising Rule to help identify bruising in areas that are cause for concern on children younger than four years of age; and

WHEREAS, TEN-4 FACES says that any bruising before a child who is not yet pulling up or taking steps—especially those four months of age and younger—and any bruising on the Torso, Ear, and Neck (TEN) as well as the Forearm, Angle of Jaw, Cheek, Eyelid, Subconjunctiva (FACES) and Patterned bruising, are significant red flags for child abuse and need to be reported; and

WHEREAS, Kentucky requires the training of certain professionals, such as nurses, doctors, social workers, and first responders, on the TEN-4 FACES Bruising Rule, but it is imperative to have as many adults as possible ready to identify these concerning bruises; and

WHEREAS, Family Nurturing Center and The Kozair for Kids Face It Movement are leading a campaign to end child abuse that aims to bring awareness to the TEN-4 FACES Bruising Rule with traditional and social media campaigns and educational events on the days surrounding October 4<sup>th</sup>; and

**TEN-4 DAY**

WHEREAS, children under the age of four are at a higher risk of serious physical injury or death as a result of child abuse; and

WHEREAS, based on research from pediatricians, there is a bruising rule called the "TEN-4 FACESp Rule"; and

WHEREAS, the rule states that any bruising before a child is crawling, around 4 months of age, and any bruising in the Torso, Ear, and Neck (TEN), as well as the Forearm, Angle of Jaw, Cheek, Eyelid, Subconjunctiva (FACES) and Patterned (P) bruising, are red flags of child abuse; and

WHEREAS, Kentucky requires the training of professionals such as nurses, doctors, social workers, and first responders on this rule within Pediatric Abusive Head Trauma training, but it is imperative to have as many adults as possible ready to identify concerning bruises; and

WHEREAS, The Kozair for Kids Face It Movement, a campaign to end child abuse, aims to bring awareness to the TEN-4 FACESp Bruising Rule; and

WHEREAS, the University of Louisville and University of Kentucky forensic pediatricians and their teams are providing trainings the week of October 4 to educate people about the bruising rule

NOW, THEREFORE, I, LINDA GORTON, MAYOR OF LEXINGTON, DO HEREBY DECLARE OCTOBER 4, 2023, TEN-4 DAY IN LEXINGTON.

*Linda Gorton*  
MAYOR



**PROCLAMATION**  
CAMPBELL COUNTY FISCAL COURT

*To All To Whom These Presents Shall Come:*

WHEREAS, Children under age 4 are at a higher risk of serious physical injury or death as a result of child abuse; and

WHEREAS, Kentucky has double the national rate of substantiated child victims of abuse under age one; and

WHEREAS, Research from pediatricians has led to a tool called the TEN-4 FACES Bruising Rule to help identify bruising in areas that are cause for concern on children younger than 4 years of age; and

WHEREAS, TEN-4 FACES says that any bruising before a child who is not yet pulling up or taking steps—especially those four (4) months of age and younger—and any bruising on the Torso, Ear, and Neck (TEN) as well as the Forearm, Angle of Jaw, Cheek, Eyelid, Subconjunctiva (FACES) and Patterned bruising, are significant red flags for child abuse and need to be reported; and

WHEREAS, Kentucky requires the training of certain professionals, such as nurses, doctors, social workers, and first responders, on this rule within the Pediatric Abusive Head Trauma training, but it is imperative to have as many adults as possible ready to identify these concerning bruises; and

WHEREAS, Family Nurturing Center and The Kozair for Kids Face It Movement are leading a campaign to end child abuse that aims to bring awareness to the TEN-4 FACES Bruising Rule with a traditional and social media campaign and educational events on the days surrounding October 4<sup>th</sup> — TEN-4.

NOW, THEREFORE, be it resolved that I, Steve Penderly, the Judge Executive of Campbell County, urge all citizens to do their part in recognizing and preventing child abuse and do hereby proclaim:

**OCTOBER 4, 2023**  
**TEN-4 AWARENESS DAY**

*Steve Penderly*  
STEVE PENDERLY  
Campbell County Judge/Executive

**PROCLAMATION**  
DAWSON COUNTY, KENTUCKY  
OFFICE OF THE COUNTY JUDGE/EXECUTIVE

WHEREAS, Children under age 4 are at a higher risk of serious physical injury or death as a result of child abuse; and

WHEREAS, Kentucky has double the national rate of substantiated child victims of abuse under age one; and

WHEREAS, Research from pediatricians has led to a tool called the TEN-4 FACES Bruising Rule to help identify bruising in areas that are cause for concern on children younger than 4 years of age; and

WHEREAS, TEN-4 FACES says that any bruising before a child who is not yet pulling up or taking steps—especially those four (4) months of age and younger—and any bruising on the Torso, Ear, and Neck (TEN) as well as the Forearm, Angle of Jaw, Cheek, Eyelid, Subconjunctiva (FACES) and Patterned bruising, are significant red flags for child abuse and need to be reported; and

WHEREAS, Kentucky requires the training of certain professionals, such as nurses, doctors, social workers, and first responders, on this rule within the Pediatric Abusive Head Trauma training, but it is imperative to have as many adults as possible ready to identify these concerning bruises; and

WHEREAS, Family Nurturing Center and The Kozair for Kids Face It Movement are leading a campaign to end child abuse that aims to bring awareness to the TEN-4 FACES Bruising Rule with a traditional and social media campaign and educational events on the days surrounding October 4<sup>th</sup> — TEN-4 on 10/4; and

WHEREAS, The University of Louisville and the University of Kentucky forensic pediatricians and their teams are providing trainings the week of October 4, 2023, for them to educate about the bruising rule to identify abuse early, as well as share tips for prevention.

NOW, THEREFORE, I, Charles Carter, Dawson County Judge/Executive do hereby proclaim October 4, 2023, as

**TEN-4 AWARENESS DAY**

Presented to Dawson County, Kentucky,  
This 09<sup>th</sup> day of October, 2023.

*Charles Carter*  
Charles Carter  
Dawson County Judge/Executive



**Proclamation**  
*To All To Whom These Presents Shall Come:*

WHEREAS, Children under age 4 are at a higher risk of serious physical injury or death as a result of child abuse; and

WHEREAS, Kentucky has double the national rate of substantiated child victims of abuse under age one; and

WHEREAS, Research from pediatricians has led to a rule called TEN-4 Bruising Rule that says that any bruising before a child is crawling— at approximately four months of age— and any bruising on the Torso, Ear, and Neck (TEN) are significant red flags for child abuse; and

WHEREAS, Kentucky requires the training of certain professionals, such as nurses, doctors, social workers, and first responders, on this rule within the Pediatric Abusive Head Trauma training, but it is imperative to have as many adults as possible ready to identify these concerning bruises; and

WHEREAS, The Kozair for Kids Face It Movement, a campaign to end child abuse, aims to bring awareness to the TEN-4 Bruising Rule with a traditional and social media campaign and educational events on the days surrounding October 4<sup>th</sup> — TEN-4 on 10/4; and

WHEREAS, The University of Louisville and University of Kentucky forensic pediatricians and their teams are providing trainings the week of October 4, 2023 for free to educate about the bruising rule to identify abuse early, as well as share tips for prevention; and

WHEREAS, Mountain Comprehensive Care Center, its program and staff, and Floyd County of Kentucky, work proactively to build awareness of and prevent child abuse.

*Robert Williams*  
Robert Williams  
Floyd County Judge/Executive

**TEN-4 AWARENESS DAY**

and urge all citizens to do their part in recognizing and preventing child abuse.

Completed this 6th day of October, in the Year Two Thousand Twenty-Three and in the 222<sup>nd</sup> year of the Commonwealth.

*Robert Williams*  
Robert Williams  
Floyd County Judge/Executive

**MOUNTAIN** **face it** **HEALING**  
A MOVEMENT TO END CHILD ABUSE



# Leverage media and social media to spread the word

October 4 is TEN-4 Day



Learn more about the TEN-4-FACESp Bruising Rule at [faceitabuse.org/ten4rule/](https://faceitabuse.org/ten4rule/)

face it Founded By Kosair for Kids

TEN-4 Day 2025  
Have you secured your proclamations?

Learn more at <https://faceitabuse.org/ten4rule/>




face it A MOVEMENT TO END CHILD ABUSE Founded By Kosair for Kids

face it Kosair for Kids

PEDIATRIC ABUSIVE HEAD TRAUMA AND THE TEN-4-FACESP BRUISING RULE

VIRTUAL TRAININGS

Need CEUs on Child Abuse Prevention and Recognition? Join a free training.



October 1, 2025

2:00PM - 4:00PM ET

Trainer: Dr. Jennie Green

cohosted with Kentucky HANDS Health Access Marketing/Development Services

Details and registration at [faceitabuse.org/ten4rule/](https://faceitabuse.org/ten4rule/)

Stay engaged!

Sign up for email updates on TEN-4 Day nationwide efforts:



THANK YOU!